



As YouTube and Google ban Dan Bongino for misinformation, Facebook profits from helping him promote the same false and sensational content

Since March 23, Bongino has earned nearly 900 million post views and nearly 80 million interactions on Facebook

WRITTEN BY KAYLA GOGARTY

PUBLISHED 02/08/22 12:13 PM EST

Right-wing radio and Fox News host Dan Bongino has been banned from both YouTube and Google's ad service for pushing COVID-19 misinformation, but Facebook has allowed him to continue similar behavior on its platform, even though it also has policies supposedly prohibiting it. In fact, Bongino's Facebook videos (including clips from his show) earned nearly 900 million post views since March 23, and he has spent at least \$50,000 on Facebook ads since 2018 that link to his website and promote his show.

On January 26, YouTube permanently banned Bongino – removing his two channels and banning him from creating any new ones – after he repeatedly posted COVID-19 misinformation and attempted to evade suspension. Two days later, Bongino also lost his ability to earn ad revenue from YouTube's parent company, Google, when the platform revoked his site's AdSense account for persistently violating publisher policies against COVID-19 and election misinformation.

YouTube's and Google's actions against Bongino are far too late, as the companies have already enabled his quick rise as a prominent right-wing media personality pushing pro-Trump messaging and misinformation. In fact, Bongino is one of several conservative commentators who aired full-length videos of his radio show on YouTube, which often earned hundreds of thousands of views each. By the time YouTube banned him, he reportedly had 882,000 subscribers and over 122 million views on his main channel.

Facebook has not taken any similar action against Bongino – whose page has 4.9 million followers – even though he has repeatedly used the platform to push false and sensational claims, including content that seemingly violates Facebook rules against COVID-19 and election misinformation. In fact, his Facebook

page routinely earns millions of interactions and is consistently among the top-performing link posts from U.S. pages each day.

In a previous Media Matters study, we found that Bongino's Facebook posts earned over 351 million interactions between January 1, 2017, and March 22, 2021 – with a drastic increase in 2020 and 2021. Posts on Bongino's page that garnered extensive engagement included those calling NBC's Savannah Guthrie "unhinged," linking to Bongino's articles accusing Kamala Harris of doing "a lot of lying," and asking, "Are you sick of hearing celebrities talking about politics?"

Since our last study, Bongino has continued to earn significant engagement on his Facebook posts, including short clips from his digital radio show and links to his videos on the streaming site Rumble. (One of Bongino's now-removed YouTube channels hosted similar short clips from the show.) Additionally, Facebook has earned tens of thousands of dollars in revenue from Bongino's ads, including those that promote his show and link to his website.

Bongino's Facebook posts since March 23 that contain videos – including clips of his show – earned nearly 900 million post views

Using the data analytics tool CrowdTangle, we analyzed Bongino's posts since our last study less than a year ago and found that he has posted on Facebook 8,065 times, and 2,924 of the posts – or 36% – contained videos. These videos have earned nearly 78 million interactions and nearly 890 million post views. Some of these videos were clips from his radio program, *The Dan Bongino Show*.

Bongino and other right-leaning pages exploit Facebook's algorithm that rewards sensational and divisive content, particularly videos. Facebook has repeatedly caved to false allegations of censorship and bias from right-wing politicians and media figures, and the company has given right-wing entities free rein to spread misinformation on its platform and even refused to make changes that would reduce false and divisive content to avoid their ire.

At least 11 of Bongino's videos on Facebook have over 10 million total views each. These videos – which were included in 45 of his posts – contain clips from Bongino's show and often sensational content, such as "resurfaced video" that Bongino characterizes as "devastating to Joe Biden's campaign," another video mocking "liberals losing their minds over the new CDC mask guidance," and details of supposed "bombshell text messages" about "the Russia collusion hoax."

Resurfaced Video is DEVASTATING to Joe Biden's Campaign, Exposes How Much of a LIAR He Is

0:02 / 4:52

Like Comment Share

1.8K · 630 Comments · 60M Views

Write a comment...

Dan Bongino January 28 at 1:30 PM · Follow

Joe Biden, ladies and gentlemen. Not much has changed.

Most relevant

We had seen enough of his (Biden) corrupted ways before he was elected. I found him so disturbing! Why then people voted for him? Who ever is behind the weak, and now, I can say corrupted media, stole the election. Biden needs to resign to avoid a very... See more

Like Reply 1w · 2

Although now he can't string two words together

Like Reply 1w · 30

8 Replies

View more comments 2 of 709

60 million views

Ronald Reagan Warned Us About Today's Democrats in 1964 - CHILLING

0:02 / 9:39

Like Comment Share

70K · 3.9K Comments · 44M Views

Write a comment...

Dan Bongino May 16, 2021 · Follow

Never forget this warning.

Most relevant

He's describing what is happening right now!

Like Reply 35w · 155

5 Replies

I'm Aiming Higher For A Greater Tomorrow | Let Yesterday Go So I Can Live For Tomorrow Any One in Government That Don't Wish For A Better Tomorrow You Should Hold Your Head In Shame Making Slaves Of The Tax Payers The Ones Not Paying Tax's Are Living Your American Dream

Like Reply 35w · 22

View more comments 2 of 3,236

44 million views

Candace Owens SLAMS White Liberal During White Supremacy Hearing

0:04 / 4:09

Like Comment Share

16K · 1.6K Comments · 20M Views

Write a comment...

Dan Bongino November 22, 2021 · Follow

This is what happens when white liberals show up to testify on white supremacy and attack a black conservative. See less

Most relevant

When is Candace going to run for office as I really want to vote for her and Sarah Huckabee Sanders. I think they would make a great republican ticket.

Like Reply 10w · 416

23 Replies

Great job, Candace! This beautiful, intelligent woman has a very bright and honorable future ahead of her. Would like to see her become Speaker of the People's House and replace the current squatter illegitimately occupying that seat.

Like Reply 10w · 213

2 Replies

View more comments 2 of 1,254

20 million views

I Was in My House This Morning and Something Big Happened...

0:02 / 6:06

Like Comment Share

12K · 1.3K Comments · 20M Views

Write a comment...

Dan Bongino December 23, 2021 · Follow

I was just reminded about this video from over a year ago when I warned that the fight was coming to your door. I really hate how right I was... See less

Most relevant

I found your program today to be very heartbreaking... Dan, you have taken a stand and please know you have a huge following on your side. Praying for you, Paula and your family as well as everyone who stands for truth. The Bible says, "be not weary"... See more

Like Reply 1w · 286

13 Replies

Its tough now if your awake...the radical left has power and uses it to get what they want and at any cost

Like Reply 1w · 100

9 Replies

View more comments 2 of 1,130

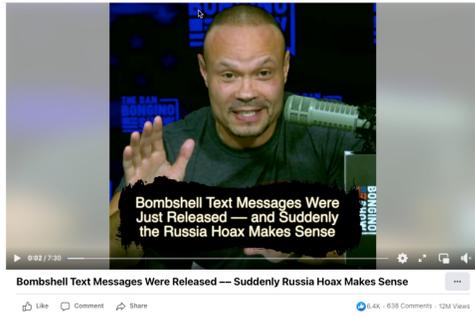
20 million views



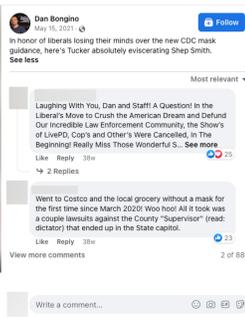
18 million views



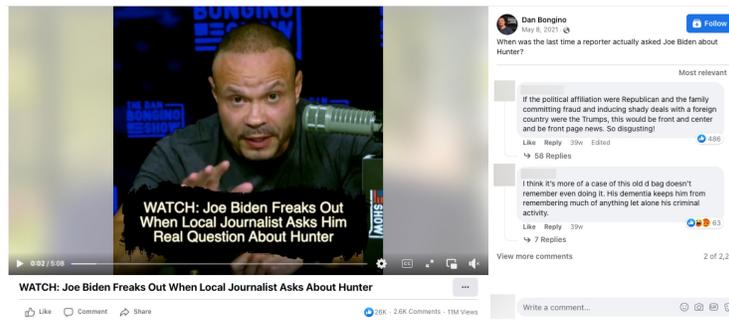
17 million views



12 million views



11 million views



11 million views



10 million views



10 million views

The majority of Bongino’s Facebook posts direct users to his videos on Rumble – an alternative streaming platform with a financial relationship with the right-wing host

Since March 23, over 60% of Bongino’s posts – or 4,896 – have included links. These posts earned over 105 million interactions on Facebook, and nearly all of them linked to either the alternative video platform Rumble or Bongino’s websites.

Notably, nearly 70% of Bongino’s Facebook posts with links – or roughly 40% of all of his posts – directed users to Rumble, an alternative site with lax moderation rules in which Bongino holds an equity stake. Rumble also holds an equity stake in Bongino’s payment processor and airs his show in an exclusive window daily on the video service.

Some of Bongino's posts linking to Rumble even direct Facebook users to full-length episodes of his radio show, *The Dan Bongino Show*. Some of these episodes promote pandemic misinformation, unsubstantiated claims, conspiracy theories, and other extreme rhetoric – similar to the content that got him banned from YouTube and Google AdSense, and some of which seemingly violates Facebook's policies as well. Notable examples include:

Dan Bongino ✓
January 21 at 11:37 AM · 🌐

What Is The Great Reset? 🗣️🗣️



RUMBLE.COM
Ep. 1689 What Is The Great Reset? - The Dan Bongino Show
For show notes, visit <https://bongino.com/ep-1689-what-is-the-great-reset> This show is brought...

👍 and 2.4K others 497 Comments 806 Shares

Dan Bongino ✓
September 16, 2021 · 🌐

Was Nancy Pelosi involved in a coup? Certainly seems so. Don't miss this 🗣️🗣️



RUMBLE.COM
Ep. 1606 Was Pelosi Involved In A Coup? - The Dan Bongino Show
For show notes, visit <https://bongino.com/ep-1606-was-pelosi-involved-in-a-coup> This show is ...

👍👎 7.4K 1.5K Comments 1K Shares

Dan Bongino
July 30, 2021 · 🌐

The CDC stats don't marry up with the CDC's rhetoric. Don't miss this 📌📌
<https://rumble.com/vkjc6e-ep.-1574-the-biden...>



THE BIDEN ADMIN. IS LYING TO YOU

RUMBLE.COM
Ep. 1574 The Biden Administration is Lying to You - The Dan Bongino Show
For show notes, visit <https://bongino.com/ep-1574-the-biden-administration-is-lying-to-you> Thi...

👍 8.7K 501 Comments 1.4K Shares

Dan Bongino
July 26, 2021 · 🌐

Did Joe Biden just commit an impeachable offense? According to liberal standards, yes he did. Don't miss this 📌📌
<https://rumble.com/vkcied-ep.-1570-biden-must-be...>



BIDEN MUST BE IMPEACHED

RUMBLE.COM
Ep. 1570 Biden Must Be Impeached - The Dan Bongino Show
For show notes, visit <https://bongino.com/ep-1570-biden-must-be-impeached> This show is brou...

👍❤️ 15K 1.1K Comments 1.5K Shares

Dan Bongino ✓
November 29, 2021 · 🌐

The media is hyping the Omicron variant, while remaining strangely silent on the Ghislaine Maxwell case. Here's why 🗨️🗨️



RUMBLE.COM
Ep. 1656 Ghislaine Maxwell, Omicron, And More Media Madness - The Dan Bongino Show

Visit the COVID-19 Information Center for vaccine resources.
[Get Vaccine Info](#)

👍 29K 3K Comments 8.1K Shares

Dan Bongino ✓
July 9, 2021 · 🌐

Here's how the George Soros/Big Tech misinformation machine works 🗨️🗨️
<https://rumble.com/vjmr1-ep.-1559-the-sorosbig-tech...>



RUMBLE.COM
Ep. 1559 The Soros/Big Tech Misinformation Campaign Explained - The Dan Bongino Show

👍👎 3.1K 442 Comments 951 Shares

Dan Bongino
October 5, 2021 · 🌐

Shock Undercover Video Blows The Lid Off The Anti-Science Vaccine Mandates
Don't miss this. 🗨️🗨️



RUMBLE.COM
Ep. 1619 Shock Undercover Video Blows The Lid Off The Anti-Science Mandates - The Dan Bongino Show

Visit the COVID-19 Information Center for vaccine resources.
[Get Vaccine Info](#)

5.3K 325 Comments 1.3K Shares

Dan Bongino
September 10, 2021 · 🌐

Will Joe Biden's outrageous vaccine mandate stand? I don't think so. Here's why 🗨️🗨️



RUMBLE.COM
Ep. 1602 Joe Biden Embraces Tyranny - The Dan Bongino Show
For show notes, visit <https://bongino.com/ep-1602-joe-biden-embraces-tyranny> This show is br...

Visit the COVID-19 Information Center for vaccine resources.
[Get Vaccine Info](#)

6.3K 831 Comments 553 Shares

Dan Bongino
September 3, 2021 · 🌐

The media's Ivermectin coverage, and their coverage of the heartbeat bill in Texas, is a national disgrace. Listen here 📌📌
<https://rumble.com/vm1jbz-ep.-1598-institutions-are...>



RUMBLE.COM
Ep. 1598 Institutions Are Collapsing, But Here's The Good News - The Dan Bongino Show

👍❤️ 2.6K 274 Comments 297 Shares

Dan Bongino
June 28, 2021 · 🌐

China's Communists vs. US Liberals, What's the Difference? Don't miss this show 📌📌



RUMBLE.COM
Ep. 1551 China's Communists vs. US Liberals, What's the Difference? - The Dan Bongino Show

👍 1.8K 149 Comments 247 Shares

Additionally, nearly 30% of Bongino's posts with links – or almost 20% of all of his posts on Facebook – direct users to his websites, including bongino.com, the site for his radio show that also houses sensational and misleading articles. Some of these posts have earned hundreds of thousands of interactions.

Dan Bongino
April 19, 2021 · 🌐

Don't talk about it. Do it.



BONGINO.COM
Calls Grow for Maxine Waters to Be Expelled Over Incitement of Violence – Rep. McCarthy Promises to “Bring Action”

👍❤️ and 231K others 50K Comments 21K Shares

Over 300,000 interactions

Dan Bongino ✓
November 4, 2021 · 🌐

Epic.



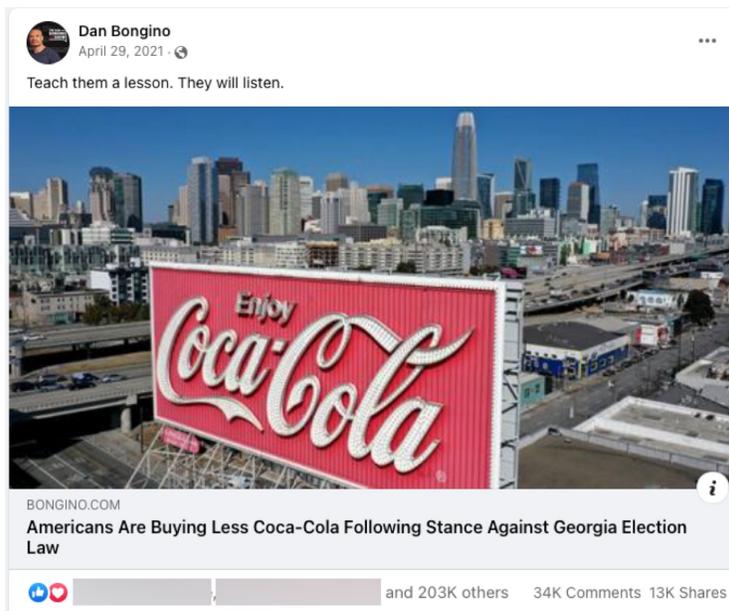
BONGINO.COM
New Jersey Democrat Senate President Defeated by Truck Driver Who Spent \$153 on Campaign

👍❤️ and 259K others 14K Comments 27K Shares

Over 300,000 interactions



Over 280,000 interactions



Over 250,000 interactions

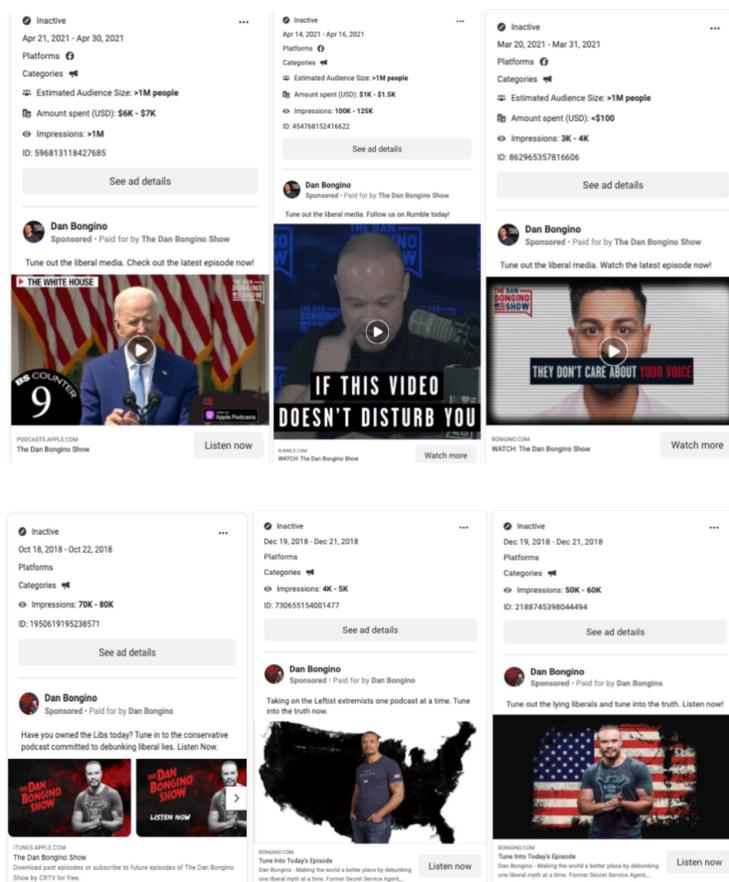
Facebook has earned at least \$48,000 from Bongino’s ads, including those that promote his show and link to his website

Although Google’s AdSense has banned Bongino from monetizing his website using its service, Facebook has not taken similar action.

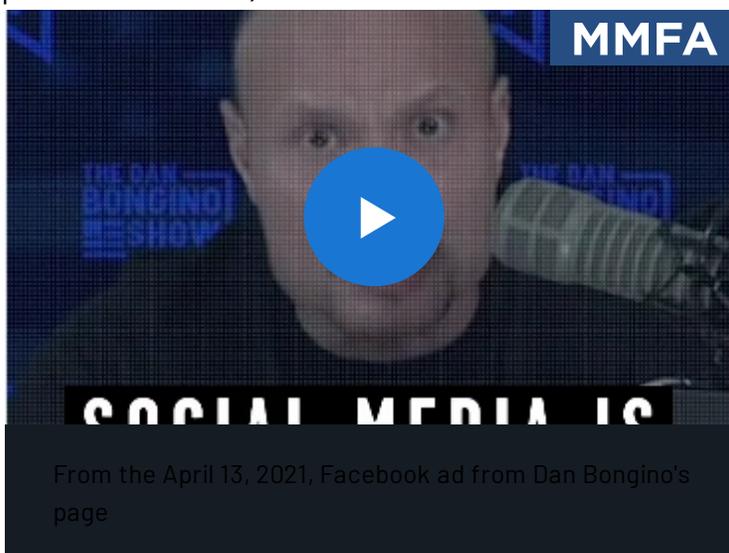
In fact, using data from the Dewey Square Adwatch tool set, Media Matters found that Bongino has run over 200 Facebook ads that earned between 7.4 and 8.5 million impressions since 2018. These ads have earned Facebook more than \$50,000 in revenue.

Nearly all of the ads promote Bongino’s show and link to his website – which features the same sensational and false content that got Bongino banned from YouTube and AdSense.

While promoting Bongino’s show and website, his Facebook ads also tell users to “tune out the liberal media,” “tune into the truth,” or “tak[e] on leftist extremists”:



Some of his ads even directly attack social media companies like Facebook, claiming that they are censoring him “and crushing you from speaking out.” (Media Matters has repeatedly debunked such claims of conservative censorship on social media.)



From the April 13, 2021, Facebook ad from Dan Bongino’s page

The YouTube and Google AdSense bans of Bongino's misinformation were the right move – but they should have come sooner. Facebook's continued inaction toward the same misinformation shows that the social media company refuses to do the bare minimum to protect its users.